

Social Marketing

“ The design, implementation and control of programs designed to influence the acceptability of a social idea or cause by a target group.”

Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing,
Kellogg School of Management

But, behaviour change is most effectively achieved through initiatives delivered at the community level which focus on removing barriers to an activity while enhancing the activities’.

3 reasons for being a lump:

- People do not know about the activity or its benefits.
- People know, but they feel that there are significant barriers to taking action.
- People know, aren't put off by barriers, but see no really benefit to changing their behaviour (often because it is easier not to change).

3 points to help with lumps:

WE KNOW...

- That people naturally gravitate to actions with high benefits and low barriers.
- That perceived barriers vary dramatically among individuals.

Before you start: One, be sure you have a clear mandate. Two, determine specifically what behaviour you want to promote and who your target is.

Barriers and Benefits: KEY STEP – Research relevant newsletters, trade magazines, articles and reports, consult with organizations that have undertaken similar work - Conduct a focus group/observation to determine attitudes and behaviours.

Tools of Behaviour Change:

Commitment - People who have agreed to a small request are far more likely to agree to a subsequent larger request. Use existing opportunities. The commitment must be voluntary to be effective.

Prompts - An aid that reminds us to carry out an activity we might otherwise forget. Prompts can be visual or auditory. They should be noticeable, self-explanatory, close to action, and encourage positive behaviour.

Norms - Norms guide how we should behave – powerful social force! Norms should be noticeable, self-explanatory and targeted, encourage positive behaviour, and there should be personal contact to reinforce norms.

Communication - Programs to foster sustainable behaviour include an effective communication component. Know your audience and create, credible, captivating information.

Incentives - Useful when motivation to engage in action is low or not doing activity as effectively as they could. You should reward only positive behaviour, make them visible, and use non-monetary incentive.